

Application for projects under \$500

Approval Requested

☒ Final

☐ Preliminary

Organization Name Kalispell Convention & Visitor Bureau

Project Name Opportunity – Glacier Country ENewsletter Advertising

Application Completed by Diane Medler

KCVB advertised in the Glacier Country Searchlight Newsletter, a short-form consumer digital newsletter sent to past and potential visitors who have specifically requested travel information and news about Western Montana's Glacier Country. The Searchlight is distributed three times per year to an audience of approximately 140,000, with content that features a travel corridor or community within Glacier Country. The Fall 2014 issue the lead story is Kalispell and highlights shoulder season recreation, food & spirit.

Advertising space received included a 300x200 ad plus a bonus 468x60 ad.

Objectives

Include the objectives from the narrative portion of your marketing plan that support this project.

- Increase Kalispell CVB opt-in subscriber base by 1,000 individuals
- Increase unique visitors to DiscoverKalispell.com by 10% over FY'13

Refer to the portions of your marketing plan, which support this project.

This project supports our goal to increase awareness that Kalispell is in the middle of what visitors come to Montana for - natural wonders, recreation and friendly small towns, and that we offer a balance for their trip - national brand stores to fun boutiques, symphony concerts to rodeos.

Detail pages attached No

Budget page attached Yes

KCVB PROJECT BUDGET FY 14 OPPORTUNITY Glacier Country ENewsletter

	State Tourism Funds		Other Funds		Total
PROFESSIONALSERVICES:					
Creative	\$	+	\$0	=	\$
Ad placement	\$420.60	+	\$0	=	\$420.60
TOTAL	\$420.60		\$0		\$420.60

REGION/CVB	PROJECT TOTAL	\$420.60	\$0	\$420.60
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